

76-4357

24 August 1976

## MEMORANDUM FOR THE RECORD

SUBJECT: Television as DDCI-Field Station Link

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1. On 23 August 1976, Chief, OTR Training Services Staff, and [redacted] Chief, Pictorial Services Branch, CRS, met with Mr. Knoche, the DDCI, in his office. His secretary, [redacted], was also present. (She was directed by the DDCI not to take notes.) The purpose of the meeting as expressed by the DDCI was to informally discuss his possible use of television as a means of furthering communication with personnel in the field, "get the word to the field" on current matters of interest and concern.

2. The DDCI wants to explore the idea and to get some background information that will indicate its feasibility. He identified his continuing interest in television for such a purpose, mentioning that it had been rekindled recently as a result of his appearance on a television "newsletter" that Senator Hart of Colorado sends out for replay within his state. At this point, the DDCI restated, he wants to get some information that will help him to decide whether this is a practical idea or not.

3. Following a brief discussion of objectives, we turned to some of the other considerations that would be involved. For example, how would such a presentation be produced. The DDCI apparently feels quite strongly that he would want the videotape done only in color. It would probably be no longer than 15 minutes--20 minutes at the most--and done on an irregular basis. He would not want the taping done in a frozen position, as he put it, behind his desk, with him just talking to his audience. He expressed the hope that this kind of communication might stimulate some response from the field. In any event, there was agreement that any first effort should be a quality job since it would set the tone or the reaction to any that would follow. The DDCI also mentioned the possibility of bringing one or two other officers into the presentation, possibly members of MAG, or some of his Deputy Directors. We also discussed the possibility of involving others who might ask him various questions to which he could then respond.

4. We did not, appropriately, get into the subject of production in great detail. The DDCI stated that he would, of course, be responsive to recommendations from those more experienced in the field. It is evident that he is thinking of having the taping done in the Headquarters Building, but not necessarily all in his office. The possible need for a portable set was discussed briefly, as well as the possibility of utilizing the photography studio which PPD has on the first floor at Headquarters. With respect to production capability, the DDCI was informed that OTR has two staff officers and one independent contractor who have experience in film/television production. However, that at present, OTR does not have the color cameras and related equipment that would be required for a color videotaped production.

5. The distribution of completed tapes was touched upon lightly; CRS would handle copying and distribution. The DDCI expressed some concern about sending videotape cassettes via pouch. We agreed that it would be most useful to know how many of our Field Stations would have the capability to view a 3/4 inch color videotape, either through Station or U.S. Mission facilities. [redacted] is to follow through in getting this information. I am to pull together some basic information on how this effort might be best accomplished. This would include equipment availability, including possible utilization of any that is available within the Agency. Also some estimates of the minimum equipment required, and its cost, especially if it is to be purchased or rented. Some additional information seems in order regarding the kind of work and the time that would be involved in each production. Fairly early we should give the DDCI some idea of the amount of his time that would be involved in each production.

6. The DDCI stated that following Labor Day his secretary would be getting in touch with [redacted] and me to set up another discussion of this subject. Therefore, information that we feel is pertinent for the upcoming meeting must be ready by 3 September.

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R.H.

① A copy of the Gary Hart letter should go to OLC and Andrew F.

GARY HART  
COLORADO



UNITED STATES SENATE  
WASHINGTON, D. C.

August 12, 1976

The Honorable E. H. Knoche  
Deputy Director  
Central Intelligence Agency  
McLean, Virginia

Dear Hank:

Thanks again for your great cooperation  
in appearing on the TV program.

I know it will be of great interest in  
the State, and I will pass along any  
comments I hear.

With many thanks.

Sincerely,

A stylized handwritten signature, likely "Gary Hart", written in dark ink.

A faint, handwritten signature or stamp, possibly "Paul Allen", located at the bottom of the page.

10 August 1976

MEMORANDUM FOR: Deputy Director of Central Intelligence

In reference to your telephone recording session on August 12, here are some practical reminders, most of which you have probably thought about anyway:

Wear solid color clothes; a blue shirt is probably best, but mainly avoid white. Tie stripes should be broad since narrow stripes tend to create a shimmering image.

Be relaxed and alert. Talk to your interlocutor and do not worry about facing the camera -- that is the director's business and he will make sure that the camera angle is right.

Be brief, succinct, pithy; use short declarative sentences. It is good to begin your response with a tone-setting phrase, such as "That's exactly right". If you have some idea of what subjects will be raised and how, you may wish to make a couple of mental notes on key phrases you want to use or points you particularly want to make. Remember that 15 minutes is a very short time, and it is very easy to run out of minutes unless your points are made simply and preferably right at the beginning of your response.

Almost everyone, however articulate, needs to speak a little more slowly and a little more distinctly on camera than off. Avoid double negatives, highly technical expressions, Latin quotations and Finnish phrases.

I assume the program has a policy on make-up. Don't refuse it if the other person uses it.

Attached, for possible assistance, are some questions and answers we are gradually developing to provide some focus of articulation on various topical subjects.



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Andrew T. Falkiewicz  
Assistant to the Director

Att.

*P. Affairs*  
12 Aug 76

SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM					
UNCLASSIFIED		CONFIDENTIAL		SECRET	
<b>OFFICIAL ROUTING SLIP</b>					
TO	NAME AND ADDRESS		DATE	INITIALS	
1	DACL				
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ACTION		DIRECT REPLY		PREPARE REPLY	
APPROVAL		DISPATCH		RECOMMENDATION	
COMMENT		FILE		RETURN	
CONCURRENCE		INFORMATION		SIGNATURE	
<b>Remarks:</b> <i>Hank,</i> <i>Re my side-scored</i> <i>remarks Page 2, Office</i> <i>of Communications will have</i> <i>a color copy of what</i> <i>100 ft. went to briefing for</i> <i>them.</i>					
<div style="border: 1px solid black; padding: 2px;">Executive Registry</div> <div style="border: 1px solid black; padding: 2px;">76-8882/3</div>					
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FROM: NAME, ADDRESS					
DD/Administration 7D24			31 AUG 1976		
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*Public Affairs*

Executive Registry


76-3331

31 August 1976

DCI,

The attached is for your consideration for possible use as an informal handout in lieu of an advance text of your remarks at Kennebunk. Anything you do not wish to say at the informal session with the Chamber of Commerce we would want to eliminate from this summary. Otherwise, it would provide authoritative quotations to newsmen covering the event. In addition, I would use it to summarize your remarks to inquiring journalists here.

The AP already has your appearance in Maine on its schedule for tomorrow, and it would be perfectly appropriate for me to notify both wire services in advance of the gist of your remarks. In response to an AP query, I told them that you would not be delivering a "major address".

  
Andrew T. Falkiewicz

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*Public Affairs*

Director of Central Intelligence

at the

Kennebunk-Kennebunkport

Chamber of Commerce

September 1, 1976



George Bush, the Director of Central Intelligence, said today that secrecy is as important to intelligence as effective accountability and oversight.

In an informal address to the Kennebunk-Kennebunkport (Me.) Chamber of Commerce, Mr. Bush said: "I challenge those who claim that secrecy in intelligence work is inconsistent with freedom and democracy to give us a realistic preview of what this nation's freedom and democracy would look like if we alone in this imperfect world decided to abandon this essential protection against our adversaries."

Mr. Bush, who maintains a summer home in the area and who is a frequent visitor there, had accepted an invitation to address the Chamber.

"We now have a fully effective oversight mechanism defined by the President's Executive Order of last February and comprehensive accountability to the Congress," Mr. Bush said, "and we are committed to making these procedures work. What we do not have is a fully effective way of protecting the secrets that are -- like oversight and accountability -- an essential element of this nation's intelligence."

He was alluding to sensationalist public disclosures of names of intelligence officers and intelligence operations in the wake of the recent Congressional investigations.

"I do not take issue with the need for investigating and correcting past errors," Mr. Bush said, "but I will oppose forever those who seek to destroy us outright and with those

who, in the name of informing and protecting the public, hunt for yet another headline even if it be at the expense of American lives and of our national security."

Mr. Bush also took issue with what he called "fictional notions of what intelligence is all about." "I realize that dirty-tricks artist James Bond is far more fascinating than a scholarly analyst of foreign political or economic trends," Mr. Bush said, "but in seven months as Director of Central Intelligence, I have never met anyone remotely like James Bond. Yet, during any lunchtime visit to our Headquarters cafeteria, I may be sharing the room with enough scholars and scientists who hold enough advanced degrees in enough disciplines to staff a university."

He described modern intelligence as "much more than the sometimes romanticized and often misunderstood clandestine work."

"Modern intelligence," he said, "is the gathering of information both open and hidden, the transformation of that information into knowledge, and the conversion of that knowledge into a finished product that represents the best possible tool the nation's policymakers can use in their deliberations and decisions."

Contrary to public belief, Mr. Bush said, this process requires the painstaking and sometimes even tedious work of "a great and dedicated corps of thoughtful and scholarly experts."

Mr. Bush, a former Congressman from Texas, noted that he himself has been a user of the intelligence product as ambassador to the United Nations and as U.S. representative in Peking.

"I have found that product to be excellent," he said. "And I continue to think that it is entirely consistent with our nation's desire for peace and security that we must have and that we do have intelligence second to none in the world."